



SOCIAL MEDIA 101

Worksheet

Your Platform and Your Business

- Which Social Media platform(s) are you considering for your business?
(Circle all that apply.)

Facebook

YouTube

Instagram

Twitter

Snapchat

LinkedIn

- Describe your company in three words or traits.

1.

2.

3.



Your Content

- Name your company's main goal.

(This could be brand awareness, sales, lead generations/new business, job recruitment, or anything else that's your #1 priority for social media.)

- Time to create your content! Start by making a list of topics that relate to your audience AND tie back to your main goal.

*Your main goal is now your Call To Action (CTA)!

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Turn it into content. A good piece of content includes brief copy that ends with a strong CTA, a compelling image, and if necessary, a link to where you want them to go (maybe your website!).

Write your copy.

Include your Call To Action (CTA)

Describe the image you'll include.

Does your post need a link? If so, write it here.